

STRENGTH OF COOLNESS

NORTHWIND		
	New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N =	402	234
	<u>%</u>	<u>%</u>
Too much coolness	13	30
The right amount of coolness	66	54
Not enough coolness	20	15
Don't know	1	1

QUESTION: And, what about the strength of the coolness? Would you say that Northwind had... (READ LIST)?

2045789329